

Name \_\_\_\_\_

Be An **Ad-Buster!**



## Creating Your Power Ads



**1**

What are you trying to sell?

\_\_\_\_\_ Eat 3 to 5 cups of fruits and vegetables every day

\_\_\_\_\_ Get at least 60 minutes of physical activity (power play) every day

\_\_\_\_\_ A fruit: \_\_\_\_\_

\_\_\_\_\_ A vegetable: \_\_\_\_\_

\_\_\_\_\_ A type of physical activity: \_\_\_\_\_

**2**

Who are you selling it to (teens, parents, younger children, etc.)?

**3**

What are some of the good things about it?

**4**

What keeps people from eating it or doing it?

**5**

What might change their minds?

**6**

What will your advertisement be?

\_\_\_\_\_ Print ad (magazine, newspaper, billboard, etc.)


\_\_\_\_\_ Television ad

\_\_\_\_\_ Radio ad

**7**

Which of the ideas from The Power of Advertising do you want to use in your advertisement?

**8**

A black and white line drawing of a basketball, positioned in the bottom right corner of the page. The drawing shows the characteristic curved lines of a basketball.

# Eat Smart Be Smart

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